

## WHAT IS CLAIMED IS:

1. A method for delivering weather information to an individual, the weather information being related to a geographically confined area and a defined period of time, the method comprising:

delivering weather information with an advertisement to the individual.

2. The method of claim 1, wherein the individual receives the weather information through a wireless device.

3. The method of claim 2, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said weather information on said display screen.

4. The method of claim 2, wherein said advertisement is selected according to said wireless device.

5. The method of claim 4, wherein said advertisement is selected according to a physical location of said wireless device.

6. The method of claim 4, wherein said advertisement is selected according to the individual subscribing to said wireless device.

7. The method of claim 2, wherein said advertisement is selected according to said weather information.

8. The method of claim 7, wherein said advertisement is also selected according to a parameter defined by the individual.

9. The method of any of claims 1-8, wherein the individual receives the weather information through a display, and wherein said advertisement is displayed in conjunction with said weather information on said display.

10. The method of claim 9, wherein said display comprises at least one of a billboard, a hoarding, a sign and a displayed Web page.

11. The method of any of claims 1-10, wherein said advertisement is delivered according to at least one rule.

12. The method of claim 11, wherein said advertisement is selected according to a plurality of rules by a rule engine.

13. The method of claim 12, wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to the weather.

14. The method of any of claims 1-13, wherein said advertisement is built according to a scenario determined at least partially according to a prediction of the weather.

15. The method of claim 14, wherein said advertisement comprises a storyboard also built and/or selected according to at least one user preference.

16. A method for selecting a coupon for delivery to at least one user, comprising:  
determining at least one consuming habit of the at least one user affected by the weather;  
predicting the weather by a weather prediction; and  
selecting the coupon according to said weather prediction for delivery to the at least one user.

17. The method of claim 16, wherein the at least one user receives the coupon through a wireless device.

18. The method of claims 16 or 17, wherein said predicting the weather is performed according to a geographically confined area and a defined period of time.

19. The method of claim 18, wherein said predicting the weather comprises location-based nowcasting.

20. A method for playing a weather-related game, the method comprising:  
delivering weather information, the weather information being related to a geographically confined area and a defined period of time; and  
accepting a prediction of the weather according to said weather information for the weather-related game.

21. The method of claim 20, further comprising delivering an advertisement according to at least one of delivery with said weather information or selecting said advertisement according to said weather information.

22. A system for providing weather-related advertising to a user through an electronic device, comprising:

- (a) a weather server for providing at least one weather related parameter;
- (b) an advertising rule engine for selecting an advertisement at least partially according to said at least one weather related parameter; and
- (c) a server for serving said advertisement to the electronic device.

23. The system of claim 22, wherein said rule engine further comprises a database for storing at least one user characteristic and for selecting said advertisement also according to said user characteristic.

24. The system of claim 23, wherein said rule engine comprises an advertising matrix for selecting said advertisement according to a plurality of rules.

25. The system of claim 24, wherein said rule engine comprises a plurality of target groups and wherein said advertising matrix selects a target group for the end user, such that said advertisement is selected according to said target group.

26. The system of claim 24, wherein said advertising matrix further comprises a story builder for building an advertisement according to a plurality of components.

27. The system of claim 26, wherein said advertising matrix further comprises an animation matrix for providing a plurality of animated components, such that said plurality of components for building said advertisement comprise animated components.